



**Date:** May 22, 2006  
**To:** Gerald R. Miller, City Manager *my cfe*  
**From:** Katherine Parsons, Public Information Officer *KP*  
**For:** Mayor and Members of the City Council  
**Subject:** City Report For Week Ending May 20, 2006

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This *City Report* highlights various activities for the week ending May 20, 2006. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using "Citywide Focus Areas" to organize our weekly activities. These Focus Areas are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services. It is our hope that this new framework, which will be used for a variety of City documents, will improve our ability to communicate information about the services we provide to both the City Council and the community.

I hope you will find this information useful and the new layout easy to understand. Please feel free to contact my staff should you have any questions.

#### **MAJOR WEEKLY HIGHLIGHTS**

##### **Focus: Neighborhoods and Housing**

##### **Habitat For Humanity To Build Home in Long Beach in Honor of Mayor O'Neill**

*The Mayor's Build* was launched on May 15, with a Habitat for Humanity groundbreaking in honor of Mayor O'Neill and her commitment to revitalizing Long Beach. The City of Long Beach bought a single-family home for \$1 from the U.S. Department of Housing and Urban Development (HUD) with the restriction that it be sold to a qualifying low-income family. The Long Beach Housing Development Company awarded Habitat for Humanity the home and funds to help renovate the property and make it handicap accessible for the Nunez family, whose son is in a wheelchair.

##### **Focus: Business and Economic Assistance**

##### **Community Development, Workforce Development Bureau**

The Youth Opportunity Center held its annual youth hiring event, the Summer Opportunities Fair, on May 18. With 80 participating businesses and community organizations, more than 850 youth met prospective employers, and applied and interviewed for seasonal and permanent job openings, as well as internship opportunities. To prepare high school youth with appropriate resume, dress, and interviewing techniques, staff delivered 75 in-classroom workshops at Long Beach Unified School District High Schools and additional sessions at the Youth Opportunity Center throughout March, April and May. The Youth Opportunity Center will do follow-up outreach to the attendees to determine hiring outcomes and additional services needed through the Center.

## **MAJOR WEEKLY HIGHLIGHTS**

### **Focus: Leisure, Culture and Education**

#### **Library Services and Planning and Building**

#### **Public Works, Community Development and Redevelopment Agency**

Residents were invited to help celebrate the groundbreaking of the new MacArthur Park Neighborhood Library on Saturday, May 20, at 1409 E. Anaheim Street, across from the Mark Twain Library. The new library will be a 16,000-square foot, state-of-the-art community and cultural center for information, education, and technology when completed in July 2007. This is the first neighborhood library built in over 35 years, the first 21<sup>st</sup> Century library in our City, and the first Green public building in the City of Long Beach.

#### **Parks, Recreation and Marine**

A grand opening celebration was held for Grace Park, the newest City Park, with an official ribbon cutting, refreshments, arts, crafts and other games for kids on May 20. Grace Park is a 1.12-acre neighborhood park located at the northwest corner of Elm Avenue and Plymouth Street in a dense and diverse neighborhood. The new park includes a children's playground, picnic tables, benches, barbecues, pathways, turf, trees, landscaping and a small community garden. It was designed to serve the needs of the immediate neighborhood, and will add toward the City Open Space Plan goal of acquiring 1,000 more acres of parks and open space so that there are eight acres for every 1,000 residents.

### **Focus: Leadership, Management, and Support**

#### **Community Development, Neighborhood Services Bureau**

On May 13, the Neighborhood Leadership Program's Class of 2006 participated in a Day of Discovery tour of Long Beach. The guided tour provided an opportunity to see the Long Beach that doesn't always make the newspapers – the stories of residents making a difference in our community. Along the route, participants met alumni who shared their accomplishments to improve our neighborhoods. This nationally recognized multi-lingual, multi-cultural program has been a collaborative effort between the City of Long Beach and the National Conference for Community and Justice for the past 11 years. For more information about the Neighborhood Leadership program, please contact [Francisco\\_Rodriguez@longbeach.gov](mailto:Francisco_Rodriguez@longbeach.gov) or call 570.1010.

## **UPCOMING EVENTS AND PROJECTS**

### **Focus: Leisure, Culture and Education**

#### **Library Services**

All Long Beach Public Libraries are closed during the Memorial Day holiday weekend, **May 27-29**. All libraries will reopen on Tuesday, May 30, except for Bay Shore and Brewitt neighborhood libraries, which will reopen on Wednesday, **May 31**.

## UPCOMING EVENTS AND PROJECTS

### **Focus: Leisure, Culture and Education (continued)**

#### **Parks, Recreation and Marine**

Help Support the Long Beach Municipal Band!

Tickets are now on sale for the Long Beach Municipal Band Inaugural Gala Celebration to be held on **Saturday, June 17**, at 7:00 pm at the Long Beach Convention Center Grand Ballroom. The gala will support the Band's eight-week season of free concerts in city parks. The evening includes silent and live auctions, dancing to the Ed Martel Trio and the Municipal Band Jazz Ensemble, and a special concert featuring the Long Beach Municipal Band. Tickets are \$60 after **May 22**. Reservations **after June 6** are \$75. Proceeds from the gala will benefit the Municipal Band through Partners of Parks, a nonprofit, public benefit corporation, supporting public Parks, Recreation and Marine programs, and facilities in Long Beach. For more information and reservations, please visit [www.LBParks.org](http://www.LBParks.org).

## AWARDS and SPECIAL RECOGNITION

### **Focus: Leadership, Management, and Support**

#### **Health and Human Services**

Ron Arias, Director of Health and Human Services, has been named the 2006 Distinguished Alumnus by the College of Health and Human Services at California State University, Long Beach. Mr. Arias was awarded his bachelor of art's degree in Kinesiology and Physical Education from CSULB in 1971, and his Master of Public Administration from the University of Southern California in 1974. The Health and Human Services Department is one of only three city health jurisdictions in the State, which allows the City of Long Beach to benefit from programs designed at the local level to best meet the needs of residents.

### **Focus: Leisure, Culture and Education**

#### **Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On May 17, Rancho Los Cerritos' School Docent Program was honored with a Legacy Award from the Junior League of Long Beach at the Coast Hotel. The Junior League helped staff and provided funds for the popular fourth-grade school program from the late-1980s through 1999. Several past Junior League members continue to support the museum and the school tours program.

## WEEKLY NEWS

### **Focus: Leisure, Culture and Education**

#### **Library Services**

May is *Get Caught Reading Month*, a great time to get caught up reading materials that are both familiar and unfamiliar. Explore reading books by a different author, format, or style by visiting [www.lbpl.org](http://www.lbpl.org) for details. Children "caught" reading by a youth services librarian will be able to enter a drawing for four free tickets to see *Sesame Street Live* at the Long Beach Terrace Theater from June 8-11. For more information, contact the Main Library or your local Long Beach neighborhood library. *Get Caught Reading* month, a literacy program in its seventh year, is sponsored by the Association of American Publishers.

## **WEEKLY NEWS**

### **Focus: Leisure, Culture and Education (continued)**

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

Approximately 50 people attended the Norwegian Flag Raising Ceremony at the Civic Center Plaza on May 17.

### **Focus: Health and Human Services**

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

Approximately 200 people attended a health fair at Cesar Chavez Park on May 13.

#### **Health and Human Services**

The Early Care and Education Committee joined forces with other community agencies to educate parents about the importance of early education at a *Kindergarten Festival* on May 20 at Renaissance High School.

More than 40 families received dental screening and sealants, and information on how to prevent dental health problems, at a *Children's Forum on Dental Health* at the Miller Family Health Education Center on May 13. This program is a part of the *Growing a Healthy Family* series funded by the Miller Foundation.

### **Focus: Community Safety**

#### **Community Development, Police, Fire, Parks, Recreation and Marine**

Approximately 200 people attended the 4<sup>th</sup> annual skate safety fair on May 13 at Orizaba Park. Each child received a free helmet after participating in a safety lesson informing them and their parents about the importance of wearing a helmet while skate boarding, inline skating, or bike riding. A jump house, face painting, mobile skate park, and games, were available. Neighborhood Services Bureau staff assisted West Eastside Community Association (WESCA) members who reside in the Cherry/Temple Neighborhood Improvement Strategy area. The Department of Parks, Recreation and Marine, along with local business owners, also provided valuable support to this event. For information about WESCA, contact [Chantara\\_Nop@longbeach.gov](mailto:Chantara_Nop@longbeach.gov).

#### **Community Development**

A Child Passenger Safety workshop on May 15 at the Neighborhood Resource Center taught residents how to make sure children are properly secured, current car seat safety laws, age and weight requirements, fines for failure to use car seats and explained the difference between child safety seats and booster seats. Important informational brochures on car seat safety were provided and five booster seats were given away as door prizes. For more information on upcoming workshops at the Neighborhood Resource Center, call 570.1010.

#### **Police**

Citywide police officers responded to 720 priority one, 1,543 priority two and 1,377 priority three calls for service, for a total of 3,328 for the reporting period.

## **WEEKLY NEWS**

### **Focus: Community Safety** **Police (continued)**

In response to ongoing complaints regarding prostitution activity in the area of Pacific Coast Highway and Junipero St., a *John Program* was conducted, utilizing undercover female officers, which resulted in nine arrests and nine vehicles impounded.

On May 20, Fox 11's America's Most Wanted aired a segment regarding the murder of Sheriff's Deputy Maria Rosa. On March 28, at 6:00 am, Off-Duty Sheriff's Deputy Maria Rosa was shot and killed outside her friend's residence in the 2900 block of Eucalyptus. The investigation remains open and detectives are looking for two suspects seen riding bicycles. Anyone with information regarding this incident is urged to contact Homicide Detectives Bryan McMahon or Patrick O'Dowd at 570.7244 or the Long Beach Police Department at 435.6711.

### **Focus: Environment** **Community Development, Neighborhood Services Bureau**

Fifteen residents and business owners participated in the collection of nine tons of illegally dumped trash, debris and large items at a neighborhood cleanup on May 13 at the MacArthur Park Neighborhood Improvement Strategy (NIS) area. The event, organized by Anaheim Street Community Police (APC) Center staff, provided an opportunity for the neighbors to work together to improve the physical appearance of their neighborhood. For information about the MacArthur Park NIS area or the APC, contact Bryant [Ben@longbeach.gov](mailto:Ben@longbeach.gov).

### **Community Development, Neighborhood Services Bureau**

More than 20 volunteers whose children attend Lincoln Elementary School participated in a school and neighborhood clean up on May 13. The volunteers, with the support of Bureau staff, collected 18 tons of trash, debris and other large items.

### **Focus: Business and Economic Assistance** **Parks, Recreation and Marine, Special Events and Filming Bureau**

Plum Productions, with a cast and crew of 40, filmed a TV show *American Idol* at the Seaport Marina Hotel on May 14.

Avery Pictures, with a cast and crew of 75, filmed a feature movie *Tenacious D and the Pick of Destiny* at a business on Anaheim St. on May 15.

Walt Disney Co., with a cast and crew of 15, took still photography for *July Launch* at a downtown location on May 19.

### **Focus: Utilities** **Long Beach Gas & Oil, Gas Services**

Staff completed 2,813 service calls, including 1,002 Water Utility turn-ons, and 775 turn-offs. 859 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. 177 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 310 emergency phone calls that resulted in 81 emergency orders being sent out.

## **WEEKLY NEWS**

### **Focus: Transportation and Infrastructure**

#### **Health and Human Services**

On May 17, the Society for the Prevention of Cruelty to Animals, Los Angeles (spcaLA), held a groundbreaking ceremony for additional cat holding space and a dog grooming and boarding program at the P.D. Pitchford Animal Companion Village. The City's Animal Control Program is located with spcaLA at this site. This phase, which is fully funded by the spcaLA, is expected to open in Fall 2006.

#### **Parks, Recreation and Marine, Planning and Development Bureau**

The Martin Luther King Jr. Park pool roof is being framed, and work is approximately 50 percent complete. Overall construction is approximately 90 percent complete. Public Works is managing project design and construction.

The wood shade structure around the playground at Davenport Park is 95 percent complete.

Planting of all plants, trees and shrubs in the medians on Long Beach Boulevard between Victoria Street and Greenleaf Boulevard is completed.

#### **Street Construction Report**

##### **Water Department, Sewer & Sewer Lift Station Modifications**

Contact: 570.2323

##### **Intersection of Magnolia & Broadway**

##### **I-710 Broadway Exit Impacted**

Broadway: One left lane closed during rush hour traffic

Broadway: Two left lanes closed when traffic clears

**Estimated completion: June**

##### **Public Works, Street Improvements**

Contact: 570-5160

Redondo Ave.

Ocean Blvd. to Second St.

**Estimated completion: June 2006**

##### **Public Works, Streetscape and Street Improvements**

Contact: 570-5160

Long Beach Blvd.

North of Artesia to North City Limits

**Estimated completion: June 2006**

##### **Public Works, Street Improvement**

Contact: 570-5160

Cherry Ave.

Spring St. to Bixby Rd.

**Estimated completion: May**

##### **Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

Stearns St.

Between Clark Ave. & Bellflower Blvd.

**Estimated Completion: June**

May 22, 2006

Page 7

## **WEEKLY NEWS**

### **Focus: Transportation and Infrastructure**

#### **Street Construction Report (continued)**

#### **Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

Gateway West area

Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

**Estimated Completion: July**

#### **Long Beach Gas and Oil, Gas Pipe Installation**

Contact: 570.2060

20th St.

From Santa Fe Ave. to alley east of Easy Ave.

Hill St.

From Webster Ave to Delta Avenue

Caspian Ave.

From Hill St. to 20<sup>th</sup> St.

Baltic Ave.

From Hill St. to 20<sup>th</sup> St.

**Estimated completion: June**

GRM: KP: arc

cc: Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Suzanne Mason, Deputy City Manager  
City Manager Department Heads  
Tom Modica, Government Affairs Manager  
Jyl Marden, Assistant to the City Manager